

Role and significance of territorial branding as an important factor in the development of regional tourism

Eidelman B., Fakhrutdinova L.

Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

© Medwell Journals, 2016. In the study, the problems of formation of territorial brands in the Russian Federation and their solutions in modern conditions. It is noted that the creation of local brands is a long creative process, requiring considerable investment but giving an appropriate return in the form of increased financial revenues from tourism development in the region. Much attention is paid to the processes of formation brands in the Republic of Tatarstan, is not only associated with major sporting and public events but in the long term.

Keywords

Brand value, Russia, Territorial brand, The concept of territorial brand, The development of tourism in the region